

JUL 15 2024

UNIVERSITY OF CALIFORNIA

*An invitation to participate in the 1977***N**eighborhood • **I**nitiated • **I**mprovement • **P**rogram*Prepared by the Department of City Planning and the Mayor's Office of
Community Development to assist neighborhood projects* ***** FEBRUARY 1977

San Francisco's 1977 Community Development Program contains an amount of \$200,000 for the continuation of the Neighborhood Initiated Improvement Program (NIIP). This is an invitation to San Franciscans to participate in this program, by submitting proposals for small-scale neighborhood improvements.

The "need to improve neighborhood quality" has been identified as a fundamental need in many parts of the City. One method for meeting this need is the carrying out of small-scale neighborhood improvement projects such as tree planting, landscaping, installation of play and/or sitting areas, and other physical improvements that enhance the quality of local environments.

To foster such small-scale neighborhood improvements, a program was established in the summer of 1975. For the calendar year 1977, \$200,000 has been allocated for additional neighborhood initiated improvements.

This publication describes the kinds of projects that can be funded and describes the steps to be taken in preparing a proposal.

Dear Fellow San Franciscan:

Once again I am pleased to announce the continuation of the highly successful Neighborhood Initiated Improvement Program. I am pleased to invite you and your neighbors to participate in the NIIP Program for 1977 and hope this newsletter will help you to get started.

Under our 1977 Community Development Program, we have set aside \$200,000 to undertake improvement projects in neighborhoods throughout our City -- improvements such as community gardens, benches, sitting areas, play structures, street trees, and other projects initiated and developed by the people in the neighborhoods.

I urge you to review this newsletter prepared by the Mayor's Office of Community Development and the Department of City Planning, and to inquire about projects which interest you. You and your neighbors can work together on the development of community improvement projects for 1977. Your involvement in the planning and implementation of such projects is our best guarantee that this program will be working to improve the quality of life in your neighborhood.

Sincerely,

George R. Moscone
George R. Moscone, Mayor

POSSIBLE PROJECTS*Street trees and landscaping*

Many people have supported the planting of trees and shrubs along streets, on public rights-of-way, around schools, and on other public property. These plantings are attractive features and may also buffer the effects of traffic.

If you plan to propose a tree planting project, be certain that you submit applications for tree planting permits. (These may be obtained from the Department of Public Works, 558-3377). (In planning landscaping projects, be aware of the current drought problem. If rainfall does not increase, it may be best to defer such projects to later years).

Play & sitting areas

Many parcels of publicly owned land throughout the city, including school yards and branch library grounds, might serve as small play areas for children of various ages. Equipment such as sand boxes and play structures could be installed. In addition, benches and tables could provide places for adults to meet and chat as

well as play cards, checkers or dominoes. Landscaping and a small fountain or sculpture might also be appropriate in such an area.

Community gardens

A community garden can offer continuous recreation for a neighborhood. Fruit trees have been planted in many gardens. Fences and benches have also been put in. Currently, some groups are combining community gardens with play areas, using the garden as a learning environment for children.

Art projects

Art projects to enhance the appearance of an area can include murals, graphics, sculptures and fountains. Decorative painting on trash receptacles, fencing and sections of paved areas for aesthetic and/or play purposes might also be considered.

Street beautification

A neighborhood may wish to place benches or special street lights along the sidewalk. Attractive trash receptacles may be used to replace existing receptacles in commercial areas. Residents may also want to make sidewalk areas more attractive by replacing some of the concrete with decorative paving, grass or other planting.

WHO IS ELIGIBLE

Any neighborhood organization or group is eligible to apply. However, priority will be given to those projects that serve a broad citizen base, have substantial neighborhood support, and principally serve the needs of low- and moderate-income persons.

CRITERIA FOR SELECTION

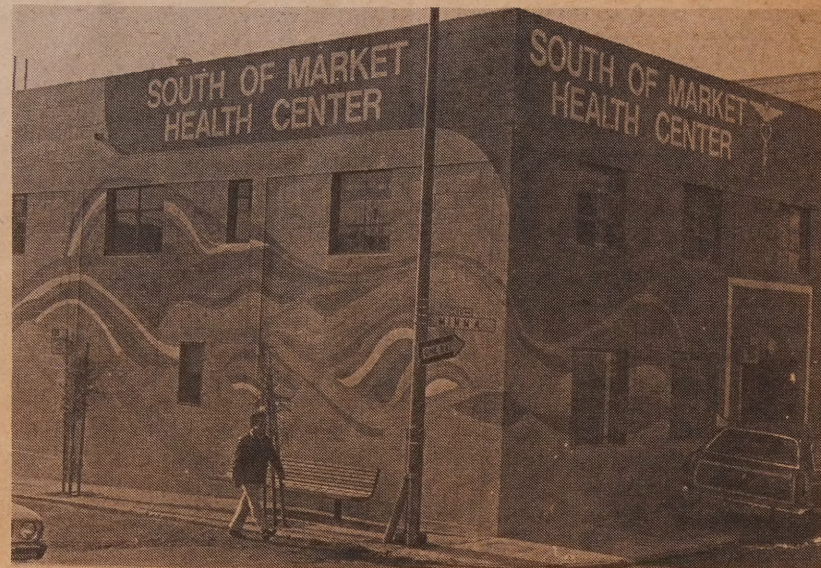
In consultation with the Department of City Planning, the Office of Community Development, and the Citizens Committee on Community Development (CCCC), and the Mayor, will recommend a list of priority projects to the Board of Supervisors for funding. The general criteria that will be used to evaluate projects are:

1. The project should be on public land.
2. The project should be an outdoor physical improvement.
3. The project should have the approval of the public agency owning the land.
4. The project should principally serve the needs of low- to moderate-income people.
5. The project should have a significant effect toward improving neighborhood quality. Priority will be given to durable, long-lasting improvements.
6. The project should benefit a broad section of the community.
7. The project should have wide citizen support.
8. The project should maximize the use of public funds by achieving much with little. One method of doing this is through volunteer labor from the community to do the work. *Priority will be given to projects costing less than \$5,000. If a neighborhood group is submitting more than one proposal, they should indicate priority among these.*
9. Priority will be given to projects with minimal maintenance requirements and projects where individuals or groups agree to provide their own maintenance.
10. Acquisition of property should not be part of the project.
11. The project should be of a nature and scale that will allow for easy and early completion.

The length of time required for Departments to carry out projects will depend upon the complexity of the projects and the number of projects falling to an individual Department. Once projects have been approved by the Board of Supervisors and HUD, implementation timetables will be worked out with each Department so that you will know when to anticipate the delivery of materials or the award of contract for your project.

DEADLINES

The deadline for submitting proposals for the 1977 program is April 29, 1977. Proposals should be mailed or delivered to the Neighborhood Initiated Improvement Program, Department of City Planning, 100 Larkin Street, San Francisco, CA 94102.



Timetable

You should be aware that there are several local and federal procedural steps which must be completed before work on approved projects can actually begin. It is important to plan your project with an understanding of when materials are likely to actually be available to you to undertake the work. Following is a summary of some of the major procedural steps:

1. Proposals submitted to the Department of City Planning (by April 29, 1977).
2. Proposals reviewed by the Department of City Planning, the Office of Community Development, and other affected City Departments and Commissions to confirm cost estimates and agency approvals (May 1977).
3. Review of proposals and departmental comments by the Citizens Committee on Community Development (CCCC) (May 1977).
4. Submission of CCCC funding recommendations to the Mayor for review (June 1977).
5. Mayor's recommendations prepared and submitted to the Board of Supervisors for action (June 1977).
6. Action by Finance Committee and full Board of Supervisors (July 1977).
7. Environmental Evaluations prepared by the Department of City Planning, in accordance with federal and state regulations (July 1977).
8. Request submitted to the Department of Housing and Urban Development (HUD) for the release of funds (July 1977).
9. Funds released by HUD (August 1977).
10. Funds conveyed to City Departments (August 1977).

How to get started

The Neighborhood Initiated Improvement Program seeks to fund small-scale physical improvements in as many neighborhoods as possible. If you need help in choosing a project and in learning how much a few thousand dollars can accomplish, contact the Department of City Planning. If your project will necessarily cost more than a few thousand, yet it is the highest priority in your neighborhood, then study it to determine if perhaps there is some way to divide the project into phases or stages. You might then apply for the first stage, and hold other stages for future possible funding through other sources or future NIIP programs.

Keep in mind how much work your project will require and how much labor you and your group will be capable of doing. If you feel you cannot judge these things, contact persons involved in previous projects. Talk with them; ask them questions. Their experiences may well help you plan a better project. A list of those project sponsors is available at the Department of City Planning for your reference.

It should also be understood that cash payments, are not made directly to neighborhoods. Rather, materials and supplies are purchased and provided, or contracts are let through various City operating agencies having jurisdiction over the project such as the Department of Public Works, Art Commission, Housing Authority, Recreation and Park Department or Unified School District.

Once you have decided what type of project you would like, you will have to determine the costs for the improvement. For help with this, please contact the public agency that handles your activity, or your neighborhood liaison person at the Department of City Planning.



How to apply

You are urged to contact the NIIP Program Coordinator or the Liaison Planner assigned to your area at the Department of City Planning (558-4656) in the early stages of preparing an application. The Department will answer your questions, assist you in planning your proposal, help coordinate your efforts with the appropriate operating departments of the City, and provide you with an official application form. This form must be used for all proposals. In addition, a number of public and private agencies, listed in the newsletter, are available to assist you in developing various projects.

To get you started, the following list details the types of information you will need in order to complete an application for funding.

1. Name, address and phone number of main individual and organization sponsoring the project.
2. A description of the project contemplated. Please be as specific as you can. Submit plans and sketches if you have them.
3. Identification of the land to be used:
 - Location (What is the nearest intersection?)
 - Owner (Remember the funds are available for the outdoor improvement of public land only.)
 - Approval (The agency responsible for the land must approve your project. Attach letters evidencing such approvals if available.)
4. A description of how the project will be completed:
 - Who will do the work?
 - How long will it take to complete the project?
5. Amount of public (Community Development) money requested:
 - for the total project
 - cost breakdown for materials, labor
6. Amount of additional assistance available for this project:
 - donated labor
 - donated materials
 - donated funds
7. Description of the total number and types of persons to be served by the project: elderly, children, handicapped, etc.
8. Indication of degree and extent of community support. You may wish to attach letters of support from neighborhood organizations or signed petitions supporting the project. Also, describe the manner and degree by which the neighborhood affected by this project has been involved in its planning.



The 1975 and 1976 Programs

The responses to the 1975 and 1976 Neighborhood Initiated Programs demonstrated the popularity of this approach for physically improving neighborhoods. Over 400 proposals were submitted by eighty neighborhood groups and individuals during the first two program years. Of these proposals, 159 were funded wholly or in part for a total of \$535,000.

These proposals came from existing neighborhood improvement groups, from small citizens groups formed with the specific intent of developing and proposing a project, and from area-wide coalitions established by several groups, for the purpose of coordinating the neighborhood's NIIP proposals.

Many of the projects funded under previous NIIP programs have resulted in highly visible and important improvements in many areas of the city.

Over 1,200 street trees have been planted in various parts of the city, more than twenty play areas have been developed and community garden projects have been started on vacant city land. In other areas mural projects which reflect the cultural identity of the communities have been painted. Approximately 168 litter receptacles and 37 benches are also being installed.

With previous programs, groups recognized the program's objective of funding as many groups and projects as possible by proposing primarily small-scale projects. Out of the total number of eligible submissions, 89 percent cost less than \$5,000, with some proposals costing as little as a few hundred dollars.

Keep this in mind when designing a project for the next NIIP deadline. Much can be done with little.

Project Assistance

INSTITUTE OF GOVERNMENTAL
STUDIES LIBRARY

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The following are some of the public and private groups available to assist neighborhoods in development of improvement projects:

DEPARTMENT OF CITY PLANNING

Bill Ward, Program Coordinator 558-4656

Neighborhood Liaison Planner assigned to your area.

- | | | |
|--|-----------------------|----------|
| 1. RICHMOND..... | Alec Bash..... | 558-3055 |
| 2. MARINA, COW HOLLOW, PACIFIC HEIGHTS, PRESIDIO TERRACE, JORDAN PARK..... | Marie Zeller..... | 558-3055 |
| 3. NORTHEAST RESIDENTIAL, CHINATOWN..... | Jon Pon..... | 558-4541 |
| TELEGRAPH-RUSSIAN-NOB HILLS..... | Alan Billingsley..... | 558-3055 |
| 4. NORTH OF MARKET, TENDERLOIN..... | Audrey Owen..... | 558-4656 |
| 5. WESTERN ADDITION, HAYES VALLEY..... | Wil Hardee..... | 558-4541 |
| 6. BUENA VISTA, HAIGHT-ASHBURY..... | Audrey Owen..... | 558-4656 |
| 7. TWIN PEAKS, UNIVERSITY TERRACE, ISAC..... | Ralph Gigliello..... | 558-3050 |
| 8. NOE VALLEY, EUREKA VALLEY, GLEN PARK, DIAMOND HEIGHTS..... | Jon Pon..... | 558-4541 |
| 9. MISSION..... | Robin Jones..... | 558-4541 |
| 10. SOUTH OF MARKET..... | Glenda Skiffer..... | 558-4541 |
| 11. POTRERO HILL..... | John Mackie..... | 558-3055 |
| 12. BERNAL HEIGHTS..... | Glenda Skiffer..... | 558-4541 |
| 13. SUNSET, PARKSIDE..... | Bob Feldman..... | 558-3055 |
| 14. SUNNYSIDE, MT. DAVIDSON..... | Bill Ward..... | 558-4656 |
| 15. OUTER MISSION, PORTOLA..... | Mark Winogrand..... | 558-3055 |
| 16. SOUTH BAYSHORE..... | Doug Holmen..... | 558-3050 |
| 17. OCEAN VIEW-MERCED-INGLESIDE..... | Bill Ward..... | 558-4656 |
| 18. VISITACION VALLEY..... | Doug Holmen..... | 558-3050 |
| DOWNTOWN..... | Dick Swanson..... | 558-4541 |
| WATERFRONT..... | Bob Meyers..... | 558-4541 |

Provides assistance in organizing and planning projects in general. Can assist neighborhoods in securing project approval from agencies owning the land to be improved.

COMMUNITY DESIGN CENTER

Charles Turner 863-3718

Assists in architectural planning and design of projects, in low-income areas especially.

COMMUNITY GARDENS PROGRAM (DPW)

Roy Swanson 566-1340

Assists in design and development of gardens. When possible, provides free materials and plants.

HOUSING AUTHORITY

Evert Heynneman 467-5383

Provides assistance in organizing and planning projects for public housing properties.

PUBLIC LIBRARY

Karen Scannell 558-3602

Provides assistance in organizing and planning projects for branch library grounds.

MUNI

Tom Standing 558-3003

Provides assistance in designing and locating benches to serve MUNI buses.

NEIGHBORHOOD ARTS PROGRAM

Anne Theilen 626-1519

Assists in planning and implementation of arts projects, including such things as murals, sculptures, fountains and large-scale painting of trash receptacles.

DEPARTMENT OF PUBLIC WORKS

Doug Martin 558-4757

Provides assistance in planning of beautification projects along streets and sidewalks.

TREE PLANTING DIVISION (DPW)

John Busher 558-3377

Will provide an entire packet upon request, detailing the requirements and steps for developing a tree planting project. In addition, this staff will assist as requested throughout the project.

SPUR NEIGHBORHOOD SERVICES ADVISOR

Roger Hurlbert 387-0123

Assists primarily in organization and mobilization of a neighborhood group.

UNIFIED SCHOOL DISTRICT

Charles Cerniglia 565-9295

Assists in planning and implementation of school projects, including murals, sculptures, play areas and play structures, and gardens on school yard property.